



WKMG

# ORDER

Flight Dates 10/23/12-10/29/12

Contract / Revision      **262773 /**  
Original Date / Revision  
                          10/22/12    10/22/12  
Advertiser **ISS/Priorities USA Action**

Agency    **Mundy Katowitz Media**  
Buying Contact  
**1322 G. Street, SE**  
**Washington, DC 20003**

Product  
**PRIORITIES USA ACT**  
Agency Com    15%  
Billing Contact  
**1322 G. Street, SE**  
**Washington, DC 20003**  
Sales Office    PHI  
Sales Region   NAT  
Agency Ref

Order Sep            00:15:00  
Estimate #          **1789**  
Alt Order #        **06388373**  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          AGY          POL          ISSUE  
Product Codes   PL-Issue,  
Priority              P-3  
Advertiser Ref

Primary Account Executive  
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 22900

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$15,725.00	\$18,500.00	0.00	10/01/12	10/28/12	11	\$15,725.00	\$18,500.00
November 2012	2	\$3,740.00	\$4,400.00	0.00	10/29/12	10/29/12	2	\$3,740.00	\$4,400.00
<b>Totals</b>	<b>13</b>	<b>\$19,465.00</b>	<b>\$22,900.00</b>	<b>0.00</b>					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKMG	10/26/12	10/26/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	1:00	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----1--		1		\$2,500.00		0.00				
E 2	WKMG	10/29/12	10/29/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	1:00	1	\$2,800.00	P-3	0.00 NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	1-----		1		\$2,800.00		0.00				
E 3	WKMG	10/29/12	10/29/12	430-5p Inside Edition Inside Edition	CM	430-5P	1-----	1:00	1	\$1,600.00	P-3	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	1-----		1		\$1,600.00		0.00				
E 4	WKMG	10/27/12	10/27/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	1:00	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00



WKMG

Print Date: 10/23/12

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Contract / Revision

262773

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1789

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 4	WKMG	10/27/12	10/27/12	7-9a CBS This Morn Sa	CM	7-9a	-----1-	1:00	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00	
				7-9a Sat Early Show												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-					1	\$1,200.00		0.00				
E 5	WKMG	10/28/12	10/28/12	Sun 1135p-1235a	CM	1135p-1235a	-----1	1:00	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00	
				Cold Case												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1					1	\$1,500.00		0.00				
E 6	WKMG	10/25/12	10/25/12	2-3p The Talk	CM	2-3p	---1---	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00	
				The Talk												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---1---					1	\$1,400.00		0.00				
E 7	WKMG	10/25/12	10/25/12	News at 6p	CM	6-630p	---1---	1:00	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00	
				News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---1---					1	\$2,800.00		0.00				
E 8	WKMG	10/23/12	10/23/12	3-4p Doctors	CM	3-4p	-1-----	1:00	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
				The Doctors												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-1-----					1	\$1,000.00		0.00				
9	WKMG	10/24/12	10/24/12	Local 6 News 12-1230p	CM	12-1230p	--1----	1:00	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00	
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--1----					1	\$2,500.00		0.00				
E 10	WKMG	10/24/12	10/24/12	4-430p Extra	CM	4-430p	--1----	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00	
				Extra												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--1----					1	\$1,400.00		0.00				
N 11	WKMG	10/27/12	10/27/12	Sat 1135p-1205a	CM	1135p-1205a	-----S-	1:00	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00	
				Inside Edition Wknd												
N 12	WKMG	10/27/12	10/27/12	7-9a CBS This Morn Sa	CM	7-9a	-----S-	1:00	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00	
				7-9a Sat Early Show												
N 13	WKMG	10/28/12	10/28/12	Sun 1135p-1235a	CM	1135p-1235a	-----S	1:00	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00	
				Cold Case												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S					1	\$1,500.00		0.00				
														Totals	13	\$22,900.00

**WKMG**

## ORDER

Print Date 10/23/12

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Flight Dates 10/20/12-10/22/12

Order Sep 00:15:00

Contract / Revision 262771 /

Original Date / Revision

10/22/12      10/22/12

Advertiser **ISS/Priorities USA Action**

Agency **Mundy Katowitz Media**

## Buying Contact

**1322 G. Street, SE  
Washington, DC 20003**

Product

**PRIORITIES USA ACT**

Agency Com 15%

### Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Estimate # 1788

Alt Order # 06388221

Billing Type      Cash

Order Type GENERAL

Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic W18-49

Rev Codes	AGY	POL	ISSUE
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Product Codes PL-Issue,

Priority P-3

Advertiser Ref

## Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
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Kristen Waskie	100%
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Order Share 100% Market Value 3900

Competing Station	% of Order	Amount
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CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	2	\$3,315.00	\$3,900.00	0.00
Totals	2	\$3,315.00	\$3,900.00	0.00

### Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	2	\$3,315.00	\$3,900.00

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 6	WKMG	10/22/12	10/22/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	M-----	1:00	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1			\$2,500.00		0.00			
N 7	WKMG	10/22/12	10/22/12	2-3p The Talk The Talk	CM	2-3p	M-----	1:00	1	\$1,400.00	P-3	0.00 NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1			\$1,400.00		0.00			
													Totals	2	\$3,900.00



WKMG

# ORDER

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Flight Dates 10/30/12-11/06/12

Contract / Revision 262826 /

Original Date / Revision  
10/22/12 10/22/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Product  
PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1790

Alt Order # 06390718

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue, PL-Non-Ballot-Relate

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 21500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	12	\$18,275.00	\$21,500.00	0.00	10/29/12	11/05/12	12	\$18,275.00	\$21,500.00
Totals	12	\$18,275.00	\$21,500.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	WKMG	11/02/12	11/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	1:00	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----1--		1				\$2,500.00		0.00		
2	WKMG	11/05/12	11/05/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	1:00	1	\$2,800.00	P-3	0.00 NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----		1				\$2,800.00		0.00		
3	WKMG	11/05/12	11/05/12	430-5p Inside Edition Inside Edition	CM	430-5P	1-----	1:00	1	\$1,600.00	P-3	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----		1				\$1,600.00		0.00		
4	WKMG	11/03/12	11/03/12	7-9a CBS This Morn SatCM 7-9a Sat Early Show	CM	7-9a	-----1-	1:00	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



WKMG

Print Date: 10/23/12

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Contract / Revision **262826** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1790**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKMG	11/03/12	11/03/12	7-9a CBS This Morn SatCM 7-9a Sat Early Show	CM	7-9a	-----1-	1:00	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$1,200.00		0.00			
5	WKMG	11/04/12	11/04/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----1	1:00	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$1,500.00		0.00			
6	WKMG	11/01/12	11/01/12	2-3p The Talk The Talk	CM	2-3p	---1---	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$1,400.00		0.00			
7	WKMG	11/01/12	11/01/12	News at 6p News at 6p	CM	6-630p	---1---	1:00	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$2,800.00		0.00			
8	WKMG	10/30/12	10/30/12	2-3p The Talk The Talk	CM	2-3p	-1-----	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,400.00		0.00			
9	WKMG	10/30/12	10/30/12	3-4p Doctors The Doctors	CM	3-4p	-1-----	1:00	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,000.00		0.00			
10	WKMG	10/31/12	10/31/12	Local 6 News 12-1230p CM Local 6 News 12-1230p	CM	12-1230p	--1----	1:00	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$2,500.00		0.00			
11	WKMG	10/31/12	10/31/12	2-3p The Talk The Talk	CM	2-3p	--1----	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,400.00		0.00			
12	WKMG	10/31/12	10/31/12	4-430p Extra Extra	CM	4-430p	--1----	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,400.00		0.00			
													Totals	12	\$21,500.00